

WDAF - TV - Issue Ad Public File Checklist

1. DSCC - Democratic Senatorial Campaign Committee
Name of Sponsoring Organization
2. Accepted: X Rejected: (mark one)
3. Class of Time: Issue
4. 10/9 - 11/5
Flight dates and times
5. Issue
Rate charged
6. DSCC - IE
Description of Issue
6. 430 S. Capitol Street SE, Washington, DC 20003
Address of Sponsoring Organization
7. 202 - 224 - 2447
Telephone Number of Sponsoring Organization Email Address
8. Martha McKenna Director
Sponsor's Officers/Directors/Executive Committee
9.
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes X No

Name

Date



WDAF-TV

ORDER

Print Date 10/05/12

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Flight Dates 10/09/12-11/05/12

Contract / Revision 554378 /

Original Date / Revision
10/05/12 10/05/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Product

DSCC IE

Agency Com 15%

Billing Contact

1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1139

Alt Order # 09744338

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2B

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 26% Market Value 665942

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	26%	173145
KCWE	1%	6659
KMBC	29%	193123
KMCI	%	0
KPXE	%	0
KSHB	17%	113210
KSMO	1%	6659

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	161	\$104,414.00	\$122,840.00	0.00	10/01/12	10/28/12	161	\$104,414.00	\$122,840.00
November 2012	74	\$42,759.25	\$50,305.00	0.00	10/29/12	11/05/12	74	\$42,759.25	\$50,305.00
Totals	235	\$147,173.25	\$173,145.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/09/12	11/02/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-TWTF--	:30	2	\$265.00	3	0.00	NM	8	\$2,120.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$265.00		0.00			
		Week: 10/15/12	10/21/12	-TWTF--					2	\$265.00		0.00			
		Week: 10/22/12	10/28/12	-TWTF--					2	\$265.00		0.00			
		Week: 10/29/12	11/04/12	-TWTF--					2	\$265.00		0.00			
2	4	10/09/12	11/02/12	M-F 6-7a 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	-TWTF--	:30	1	\$525.00	3	0.00	NM	3	\$1,575.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$525.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	-TWTF--					1	\$525.00		0.00			



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Contract / Revision 554378 Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1139

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	4	10/09/12	11/02/12	M-F 6-7a 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	-TWTF--	:30	1	\$525.00	3	0.00	NM	3	\$1,575.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					1	\$525.00		0.00			
3	4	10/09/12	11/02/12	M-F 6-7a 630-7a	CM-All	630-7a (6:30 AM-7:00 AM)	-TWTF--	:30	2	\$525.00	3	0.00	NM	7	\$3,675.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					2	\$525.00		0.00			
Week:		10/15/12	10/21/12	-TWTF--					1	\$525.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$525.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					2	\$525.00		0.00			
4	4	10/09/12	11/02/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	2	\$450.00	3	0.00	NM	7	\$3,150.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					2	\$450.00		0.00			
Week:		10/15/12	10/21/12	-TWTF--					1	\$450.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$450.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					2	\$450.00		0.00			
5	4	10/09/12	11/02/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TWTF--	:30	1	\$450.00	3	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					1	\$450.00		0.00			
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					1	\$450.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					1	\$450.00		0.00			
6	4	10/09/12	11/02/12	M-F 9-10a 9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	-TWTF--	:30	2	\$250.00	1	0.00	NM	7	\$1,750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					2	\$250.00		0.00			
Week:		10/15/12	10/21/12	-TWTF--					1	\$250.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$250.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					2	\$250.00		0.00			
7	4	10/09/12	11/02/12	M-F 9-10a 930-10a	CM-All	930-10a (9:30 AM-10:00 AM)	-TWTF--	:30	1	\$250.00	1	0.00	NM	3	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					1	\$250.00		0.00			
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					1	\$250.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					1	\$250.00		0.00			
8	4	10/13/12	11/03/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$400.00	3	0.00	NM	4	\$1,600.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$400.00		0.00			
Week:		10/15/12	10/21/12	-----S-					1	\$400.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$400.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$400.00		0.00			
9	4	10/14/12	11/04/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$400.00	3	0.00	NM	3	\$1,200.00



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Contract / Revision **554378** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Cam** Product **DSCC IE**

Estimate # **1139**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
16	4	10/09/12	11/02/12	M-F 5-6p 5-630p	CM-All	5-530p (5:00 PM-5:30 PM)	-TWTF--	:30	4	\$575.00	3	0.00	NM	14	\$8,050.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$575.00		0.00			
Week:		10/15/12	10/21/12	-TWTF--					2	\$575.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					4	\$575.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					4	\$575.00		0.00			
17	4	10/09/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-TWTF--	:30	4	\$575.00	3	0.00	NM	14	\$8,050.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$575.00		0.00			
Week:		10/15/12	10/21/12	-TWTF--					2	\$575.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					4	\$575.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					4	\$575.00		0.00			
18	4	10/09/12	11/02/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TWTF--	:30	4	\$700.00	3	0.00	NM	15	\$10,500.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$700.00		0.00			
Week:		10/15/12	10/21/12	-TWTF--					3	\$700.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					4	\$700.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					4	\$700.00		0.00			
19	4	10/21/12	11/04/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$500.00	1	0.00	NM	3	\$1,500.00
FOX 4 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
20	4	10/09/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-TWTF--	:30	2	\$2,000.00	3	0.00	NM	4	\$8,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					2	\$2,000.00		0.00			
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	-TWTF--					2	\$2,000.00		0.00			
21	4	10/10/12	10/31/12	X Factor Wednesday FOX X Factor	CM-All	7-9p (7:00 PM-8:30 PM)	--W----	:30	1	\$2,100.00	3	0.00	NM	3	\$6,300.00
X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$2,100.00		0.00			
Week:		10/15/12	10/21/12	--W----					1	\$2,100.00		0.00			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	--W----					1	\$2,100.00		0.00			
22	4	10/11/12	11/01/12	Thursday Prime B FOX Prime Thursday 8-9p	CM-All	8p-9p	---T---	:30	1	\$2,100.00	2	0.00	NM	2	\$4,200.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$2,100.00		0.00			
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$2,100.00		0.00			



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Contract / Revision 554378 Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1139

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
23	4	10/09/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-TWTF--	:30	2	\$1,100.00	3	0.00	NM	7	\$7,700.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-TWTF--					2	\$1,100.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--					1	\$1,100.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	-TWTF--					2	\$1,100.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-TWTF--					2	\$1,100.00		0.00			
24	4	10/09/12	11/02/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-TWTF--	:30	2	\$1,100.00	3	0.00	NM	7	\$7,700.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-TWTF--					2	\$1,100.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--					1	\$1,100.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	-TWTF--					2	\$1,100.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-TWTF--					2	\$1,100.00		0.00			
25	4	10/09/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-TWTF--	:30	2	\$1,100.00	3	0.00	NM	8	\$8,800.00
FOX 4 NEWS AT 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-TWTF--					2	\$1,100.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--					2	\$1,100.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	-TWTF--					2	\$1,100.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-TWTF--					2	\$1,100.00		0.00			
26	4	10/09/12	11/02/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	-TWTF--	:30	2	\$500.00	2	0.00	NM	8	\$4,000.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-TWTF--					2	\$500.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--					2	\$500.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	-TWTF--					2	\$500.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-TWTF--					2	\$500.00		0.00			
27	4	11/03/12	11/03/12	Sa 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S-	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$1,000.00		0.00			
28	4	10/21/12	11/04/12	Su 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S	:30	1	\$1,200.00	2	0.00	NM	2	\$2,400.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$1,200.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$1,200.00		0.00			
29	4	10/14/12	11/04/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$500.00	2	0.00	NM	4	\$2,000.00
FOX 4 NEWS AT 1030P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-----S					1	\$500.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
30	4	10/09/12	11/02/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	-TWTF--	:30	1	\$600.00	1	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Contract / Revision **554378** Flight Dates **10/09/12-11/05/12**

Original Date / Revision 10/05/12/ 10/05/12

Advertiser Democratic Senatorial Cam Product DSCC IE

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	4	10/09/12	11/02/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	-TWTF--	:30	1	\$600.00	1	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$600.00		0.00			
		Week: 10/15/12	10/21/12	-TWTF--					2	\$600.00		0.00			
		Week: 10/22/12	10/28/12	-TWTF--					2	\$600.00		0.00			
		Week: 10/29/12	11/04/12	-TWTF--					2	\$600.00		0.00			
31	4	10/14/12	11/04/12	NFL Late Game NFL on FOX 330p	CM-All	330p-CC	-----S	:30	1	\$2,100.00	2	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$2,100.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$2,100.00		0.00			
32	4	10/24/12	10/26/12	World Series World Series on FOX	CM-All	7p-CC (6:30 PM-7:00 PM)	--WTF--	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					2	\$4,000.00		0.00			
33	4	10/27/12	10/28/12	World Series World Series on FOX	CM-All	7p-CC (6:30 PM-7:00 PM)	-----SS	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----SS					1	\$4,000.00		0.00			
E 34	4	10/13/12	10/14/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC (6:30 PM-7:00 PM)	-----SS	:30	1	\$1,100.00	3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----SS					1	\$1,100.00		0.00			
E 35	4	10/15/12	10/17/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC (6:30 PM-7:00 PM)	MTW----	:30	1	\$1,100.00	3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----					1	\$1,100.00		0.00			
36	4	10/22/12	11/05/12	M-F 9-10a 9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	M-----	:30	1	\$250.00	3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$250.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$250.00		0.00			
37	4	10/22/12	11/05/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$175.00	2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$175.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$175.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$175.00		0.00			
38	4	10/22/12	11/05/12	M-F 12p-1p 1230-1p	CM-All	1230-1p (12:30 PM-1:00 PM)	M-----	:30	1	\$250.00	3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$250.00		0.00			



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Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

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Advertiser **Democratic Senatorial Cam Product DSCC IE**

Estimate # **1139**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
38	4	10/22/12	11/05/12	M-F 12p-1p 1230-1p	CM-All	1230-1p (12:30 PM-1:00 PM)	M-----	:30	1	\$250.00	3	0.00	NM	3	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$250.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$250.00		0.00			
39	4	10/15/12	11/05/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$575.00	3	0.00	NM	4	\$2,300.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$575.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$575.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$575.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$575.00		0.00			
40	4	10/15/12	11/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$575.00	3	0.00	NM	4	\$2,300.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$575.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$575.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$575.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$575.00		0.00			
41	4	10/15/12	11/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$700.00	3	0.00	NM	4	\$2,800.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$700.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$700.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$700.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$700.00		0.00			
42	4	10/22/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,000.00	3	0.00	NM	3	\$6,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$2,000.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
43	4	10/29/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,100.00	3	0.00	NM	2	\$2,200.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,100.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,100.00		0.00			
44	4	10/15/12	11/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$500.00	3	0.00	NM	3	\$1,500.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$500.00		0.00			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$500.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
45	4	10/22/12	11/05/12	M-F 6-7a 630-7a	CM-All	630-7a (6:30 AM-7:00 AM)	M-----	:30	1	\$525.00	3	0.00	NM	3	\$1,575.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision 554378 Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1139

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
45	4	10/22/12	11/05/12	M-F 6-7a 630-7a	CM-All	630-7a (6:30 AM-7:00 AM)	M-----	:30	1	\$525.00	3	0.00	NM	3	\$1,575.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$525.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$525.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$525.00		0.00			
N 46	4	10/13/12	10/13/12	Sa-Su Noon-5p 1-130p	CM-All	1-130p (1:00 PM-1:30 PM)	-----S-	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$100.00		0.00			
N 47	4	10/15/12	10/15/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$575.00	3	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$575.00		0.00			
N 48	4	10/15/12	10/15/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$575.00	3	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$575.00		0.00			
N 49	4	10/28/12	10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
N 50	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
MLB NLCS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,000.00		0.00			
N 51	4	10/26/12	10/26/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	----F--	:30	1	\$2,000.00	3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,000.00		0.00			
N 52	4	10/24/12	10/24/12	World Series World Series on FOX	CM-All	7p-CC	--W----	:30	1	\$2,100.00	3	0.00	NM	1	\$2,100.00
WORLD SERIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$2,100.00		0.00			
N 53	4	10/25/12	10/25/12	World Series World Series on FOX	CM-All	7p-CC	---T---	:30	1	\$2,100.00	3	0.00	NM	1	\$2,100.00
WORLD SERIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,100.00		0.00			
N 54	4	10/13/12	10/13/12	Sa 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-----S-	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$1,000.00		0.00			
N 55	4	10/20/12	10/20/12	Sa 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-----S-	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			



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Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1139

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 56	4	10/27/12	10/27/12	Sa 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-----S-	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	1		\$1,000.00		0.00							
N 57	4	10/14/12	10/14/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	-----S	1		\$1,200.00		0.00							
N 58	4	10/28/12	10/28/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$1,200.00		0.00							
N 59	4	10/13/12	10/13/12	College Football Early College Football Early	CM-All	2p-cc	-----S-	:30	2	\$1,050.00	1	0.00	NM	2	\$2,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	-----S-	2		\$1,050.00		0.00							
N 60	4	10/20/12	10/20/12	College Football Early College Football Early	CM-All	2p-cc	-----S-	:30	2	\$1,050.00	1	0.00	NM	2	\$2,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----S-	2		\$1,050.00		0.00							
N 61	4	10/27/12	10/28/12	World Series World Series on FOX	CM-All	7p-CC	-----SS	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00	
WORLD SERIS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----SS	1		\$4,000.00		0.00							
N 62	4	10/15/12	10/15/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,100.00	3	0.00	NM	1	\$1,100.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	M-----	1		\$1,100.00		0.00							
														Totals	235	\$173,145.00